

Message Text

UNCLASSIFIED

PAGE 01 BERN 04356 201525Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----040919 202020Z /64

R 201419Z SEP 77
FM AMEMBASSY BERN
TO USDOC WASHDC
INFO SECSTATE WASHDC 4947
AMCONSUL ZURICH

UNCLAS BERN 4356

EO 11652: NA
TAGS: BEXP SZ
SUBJ: REQ FOR BUDGET FOR EMBASSY SPONSORED EXHIBITION
AND TECHNICAL SEMINAR IN MICROPROCESSORS, ZURICH, FEB 1978

REF: BERN A-145, BERN A-139, CCP FY '78

1. SUMMARY. TO PROVIDE CONTINUOUS SUPPORT TO MARKET PENETRATION
OF US SEMICONDUCTOR INDUSTRY IN SWITZERLAND, EMBASSY
PLANS TO ORGANIZE ONE DAY EXHIBITION AND TECHNICAL
SEMINAR ON MICROPROCESSORS EARLY IN FEB 1978.
A BUDGET OF \$700 IS HEREBY SOLICITED. END SUMMARY

2. BERN'S CCP FOR FY '78 DOES NOT INCLUDE ANY MAJOR
TRADE PROMOTION, SUCH AS PARTICIPATION IN EXHIBITIONS,
TRADE MISSIONS, AND THE LIKE, FOR MAJOR CAMPAIGN
THEMES SUCH AS COMPUTERS, PROCESS CONTROLS AND
BUSINESS EQUIPMENT. IN COOPERATION WITH LOCAL REPS
OF MAJOR US MANUFACTURERS OF SEMICONDUCTORS, SUCH
AS INTEL, TEXAS INSTRUMENTS, MOTOROLA, FIARCHILD,
ROCKWELL, ZILOG, MOSTEK, ETC., THE EMBASSY PLANS TO
ORGANIZE A ONE-DAY EXHIBITION AND TECHNICAL SEMINAR
AND PRODUCT DEMONSTRATION OF MICROPROCESSOR
APPLICATIONS IN COMPUTERS, INDUSTRIAL CONTROL,
TELECOMMUNICATIONS, BUSINESS SYSTEMS, AT A LEADING
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BERN 04356 201525Z

ZURICH HOTEL IN FEB 1978. THE OBJECTIVES OF
THE ONE DAY PROMOTION ARE: (A) TO PROVIDE COMBINED
US PLATFORM PROMOTION IN MICROPROCESSORS, A
TECHNOLOGY ORIGINATING FROM THE US AND IN WHICH
THE US HAS A CLEAR ADVANTAGE; (B) TO HELP ENSURE
THAT THIS LEAD IS CONSOLIDATED IN THE SWISS END-
USER COMMUNITY, MANY OF WHOM ARE APPLICATIONS, R&D,

AND SYSTEMS ENGINEERS; (C) TO OBTAIN COVERAGE
IN TRADE PRESS; (D) TO ACQUAINT SWISS END-USERS
WITH LATEST DEVELOPMENTS AND TRENDS IN US MICRO-
PROCESSOR INDUSTRY; (E) TO CONTINUE EFFORT
UNDERTAKEN BY EMBASSY ON BEHALF OF US SEMICONDUCTOR
INDUSTRY WITH INELTEC '77 CATALOG SHOW
AND MICRO'77 FBP TRIP (SEE BERN A-139); (F) TO
ASSIST COMPANIES IN CAPTURING 1980 MICROPROCESSOR
MARKET OF \$15 MILLION (NOW \$4 MILLION) AND OFFSET
GROWING FOREIGN COMPETITION (SEE BERN A-145);
AND (G) TO USE SEMINAR AS PLATFORM TO PUBLICIZE
FOREIGN BUYER TRIP MICRO '78 TO WESCON, LOS ANGELES,
IN SEP 1978.

3. PRELIMINARY BUDGET:

A) HOTEL FACILITIES INCL SEPARATE CONFERENCE AND EXPOSITION ROOMS
\$350
B) PRINTING AND MAILINGS \$350
C) SPECIAL APPARATI, OVERHEAD PROJECTORS \$150
D) HOSPITALITY (RECEPTION FOR SEMINAR ATTENDEES AND PRESS) \$500
E) COFFEE, ROLLS AND LUNCHEONS FOR SEMINAR ATTENDEES AND
PRESS \$600
F) MISCELLANEOUS \$150
TOTAL \$2100

OF THE ABOVE BUDGET, THE 4 OR 5 AMERICAN COMPANIES MAKING
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BERN 04356 201525Z

PRESENTATIONS AT THE TECHNICAL SEMINAR WOULD BE EXPECTED TO
CONTRIBUTE BETWEEN \$800 AND \$1,000. FEES OF APPROX
SF 50 (\$22) PER ATTENDEE WOULD ALSO CONTRIBUTE
TO OVERALL BUDGET AND SELECT-OUT NON-QUALIFIED
ATTENDEES. FREE OR NOMINAL COST PUBLICITY
FOR THE EVENT IS EXPECTED FROM AT LEAST ONE
LEADING TRADE JOURNAL. TOTAL INCOME EXPECTED
FROM FEES RAISED FROM PARTICIPATING FIRMS AND
ATTENDEES WOULD REPRESENT ABOUT \$1,400.
APPROVAL OF \$700 BUDGET REQ WOULD ENABLE
US TO BEGIN WORK ON PROJECT IMMEDIATELY.
BEUGET CONTRIBUTED BY COMMERCE WOULD BE USED
FOR PROMOTION OF EVENT AND TOWARD COST OF
RENTING HOTEL FACILITIES (A THROUGH C AND F ABOVE).

4. COMMERCIAL ATT OR, IF SCHEDULE PERMITS,
AMBASSADOR WOULD HOST RECEPTION FOR PARTICIPANTS
AT THE END OF THE SEMINAR.

5. WE PLAN TO ASSEMBLE AND DISTRIBUTE AN EMBASSY-PUBLISHED
DIRECTORY OF THE U S SEMICONDUCTOR INDUSTRY WITH AGENCY-
INDEX TO PARTICIPANTS AND EXHIBITION VISITORS.

6. RESPONSIBILITY TO RECRUIT SEMINAR ATTENDEES
AND COMPANY CO-SPONSORS WOULD BE ASSUMED BY THE
EMBASSY. INITIAL DISCUSSIONS WITH FOUR LOCAL
REPS INDICATE SUBSTANTIAL INTEREST IN PROJECT.
AT LEAST 30 SEMINAR ATTENDEES AND 100
EXHIBITION VISITORS EXPECTED.

7. ACTION REQUESTED: ADVISE SOONEST WHETHER BUDGET OF
\$700 FROM USDOC DISCRETIONARY FUNDS CAN BE ALLOCATED TO
PERMIT STAGING SUBJECT EXHIBITION AND TECHNICAL SEMINAR.
WARNER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 20-Sep-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BERN04356
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770342-0144
Format: TEL
From: BERN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770946/aaaabmec.tel
Line Count: 127
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: f4ab0a42-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 BERN A-145, 77 BERN A-139
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 13-Jan-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1213432
Secure: OPEN
Status: NATIVE
Subject: REQ FOR BUDGET FOR EMBASSY SPONSORED EXHIBITION AND TECHNICAL SEMINAR IN MICROPROCESSORS, ZURICH, FEB 1978
TAGS: BEXP, SZ
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/f4ab0a42-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009